

Message Text

UNCLASSIFIED

PAGE 01 QUITO 01285 281519Z
ACTION ARA-10

INFO OCT-01 ISO-00 EB-08 /019 W
-----281532 074005 /53

R 261251Z FEB 77
FM AMEMBASSY QUITO
TO USDOC WASHDC
INFO SECSTATE WASHDC 3336
AMCONSUL GUAYAQUIL
AMEMBASSY BOGOTA
AMCONSUL GUAYAQUIL

UNCLAS QUITO 1285

E.O. 11652: N/A
TAGS: BEXP, EC
SUBJECT: VISIT TO ECUADOR OF STATE OF ILLINOIS AGRICULTURAL
MACHINERY AND EQUIPMENT TRADE MISSION (FEBRUARY 7-11, 1977)

1. SUMMARY: A STATE OF ILLINOIS AGRICULTURAL MACHINERY AND
EQUIPMENT TRADE MISSION RECENTLY CONCLUDED A SUCCESSFUL
WEEK OF APPOINTMENTS IN QUITO AND GUAYAQUIL. ALL MISSION
MEMBERS CONSIDERED THE ECUADOR LEG OF THEIR MISSION TO
HAVE BEEN VERY WORTHWHILE, AND ALL ACCOMPLISHED THEIR BASIC
MARKETING OBJECTIVES. DUE TO THE NATURE OF THE EQUIPMENT
AND SERVICES OFFERED, AND THE DESIRE OF SOME MEMBERS NOT
TO MAKE SALES UNTIL THEY HAD APPOINTED AGENTS OF
DISTRIBUTORS, NO IMMEDIATE SALES WERE CONCLUDED; BUT THE
MISSION MEMBERS ESTIMATED THAT THEIR SALES IN ECUADOR
OVER THE NEXT TWELVE MONTHS COULD EASILY TOTAL
US\$3.5 MILLION. END SUMMARY.

2. THE STATE OF ILLINOIS AGRICULTURAL MACHINERY AND
EQUIPMENT TRADE MISSION ARRIVED IN QUITO ON FEBRUARY 5
WITH A DAY AND A HALF TO ADJUST TO THE ALTITUDE (A
PRACTICE WE RECOMMEND TO ALL OFFICIAL TRAVELERS COMING
FROM SEA LEVEL) IN ADVANCE OF APPOINTMENT WHICH BEGAN
UNCLASSIFIED

UNCLASSIFIED

PAGE 02 QUITO 01285 281519Z

FEBRUARY 7.

3. WHILE INITIAL RESPONSE TO DIRECT MAILING TO PRIME
POTENTIAL CUSTOMERS OF INVITATION AND DETAILS OF EQUIP-
MENT AND SERVICES OFFERED WAS NOT PARTICULARLY GOOD,
TELEPHONE FOLLOW-UP BY EMBASSY COMMERCIAL STAFF
CONTRIBUTED TO A TOTAL OF 86 APPOINTMENTS MADE FOR

MISSION MEMBERS DURING THEIR TWO AND A HALF DAYS IN QUITO. A TOTAL OF 36 KEY ECUADOREAN GOVERNMENT OFFICIALS AND LOCAL BUSINESSMEN ATTENDED RECEPTION A RESIDENCE OF E/C COUNSELOR.

4. THE MISSION, ACCOMPANIED BY EMBASSY COMMERCIAL ATTACHE (IN ABSENCE OF THE E/C OFFICER AT THE CONGEN), TRAVELLED TO GUAYAQUIL ON AFTERNOON OF FEBRUARY 9, IN ADVANCE OF TWO DAYS OF APPOINTMENTS. RESPONSE TO CONGEN MAILINGS TO PRIME POTENTIAL CUSTOMERS AND AGENTS IN GUAYAQUIL WAS ALSO DISAPPOINTING. DESPITE SOME FOLLOW-UP EFFORTS, TOTAL APPOINTMENTS ARRANGED REACHED ONLY 48, OF WHICH PERHAPS 2 FOURTH WERE REPEAT VISIT BY THE SAME INDIVIDUALS. AN ESTIMATED 40 ECUADOREAN GOVERNMENT OFFICIALS AND LOCAL BUSINESSMEN ATTENDED COCKTAIL RECEPTION AT CONGEN'S AUDITORIUM, AND A NUMBER OF WORTHWHILE BUSINESS CONTACTS WERE MADE THERE.

5. SINCE THE EQUIPMENT AND SYSTEMS REPRESENTED BY THE MISSION MEMBERS WERE NOT MARKETABLE WITHOUT A LOCAL AGENT, AND NONE OF THE U.S. FIRMS HAD AGENTS AT THE TIME, NO IMMEDIATE SALES WERE REGISTERED AS A RESULT OF THE MISSION'S VISIT TO ECUADOR. HOWEVER, AT THE END OF THE WEEK'S VISIT, EACH MISSION MEMBER HAD EITHER NAMED AN AGENT OR HAD A NUMBER OF LIKELY CANDIDATES TO CHOOSE FROM. ROBERT PAULEY OF BIG WHEELS, INC., FOR EXAMPLE, WHO WAS HIGHLY SCEPTICAL ABOUT THE MARKET IN ECUADOR FOR HIS RELATIVELY LARGE AND EXPENSIVE MACHINES, WAS ABLE TO FIND AN AGENT IN QUITO WHO
UNCLASSIFIED

UNCLASSIFIED

PAGE 03 QUITO 01285 281519Z

REPORTED THE ALL-BUT-SIGNED SALE OF ONE UNIT THAT WEEK. THE MISSION MEMBERS, WHO WERE ALL NEW-TO-MARKET, THEMSELVES ESTIMATED THAT THEIR COMBINED SALES OVER THE NEXT TWELVE MONTHS SHOULD REACH US\$3.5 MILLION.

6. HENRY SMALLWOOD, STATE'S REGIONAL DIRECTOR FOR LATIN AMERICA, SAID HE WAS MUCH IMPRESSED WITH THE ECUADOREAN MARKET. IT WAS THE FIRST MISSION HE HAS BROUGHT HERE, AND HE WOULD LIKE TO SCHEDULE OTHERS. HE BELIEVES THAT THE TRADE MISSION APPROACH, RATHER THAN AN EQUIPMENT EXHIBITION OR A CATALOG SHOW, IS THE BEST FORMULA FOR TESTING AND PENETRATING THE ECUADOREAN MARKET.
BLOOMFIELD

UNCLASSIFIED

NNN

Message Attributes

Automatic Decaptioning: X
Capture Date: 01-Jan-1994 12:00:00 am
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Sent Date: 26-Feb-1977 12:00:00 am
Decaption Date: 01-Jan-1960 12:00:00 am
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01-Jan-1960 12:00:00 am
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1977QUITO01285
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Expiration:
Film Number: D770068-0894
Format: TEL
From: QUITO
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1977/newtext/t1977026/aaaaaevf.tel
Line Count: 110
Litigation Code IDs:
Litigation Codes:
Litigation History:
Locator: TEXT ON-LINE, ON MICROFILM
Message ID: 9094acc9-c288-dd11-92da-001cc4696bcc
Office: ACTION ARA
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 3
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: n/a
Retention: 0
Review Action: RELEASED, APPROVED
Review Content Flags:
Review Date: 22-Oct-2004 12:00:00 am
Review Event:
Review Exemptions: n/a
Review Media Identifier:
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
SAS ID: 3369719
Secure: OPEN
Status: NATIVE
Subject: VISIT TO ECUADOR OF STATE OF ILLINOIS AGRICULTURAL MACHINERY AND EQUIPMENT TRADE MISSION (FEBRUARY 7-11, 1977)
TAGS: BEXP, EC
To: COM
Type: TE
vdkgvkey: odbcr://SAS/SAS.dbo.SAS_Docs/9094acc9-c288-dd11-92da-001cc4696bcc
Review Markings:
Margaret P. Grafeld
Declassified/Released
US Department of State
EO Systematic Review
22 May 2009
Markings: Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 22 May 2009